

Council on Postsecondary Education
February 4, 2002

New Program Approval Bachelor of Arts in Sport Management Morehead State University

Action: The staff recommends that the council approve the Bachelor of Arts in Sport and Fitness Administration/Management (CIP 31.0504) proposed by Morehead State University.

The council staff recommends approval of this program based on evidence of:

- Its development in response to recent changes in the sport and recreation field.
- The council's program productivity review.
- Its curriculum alignment with national standards.
- Its potential contribution to economic development in MoSU's region.
- MoSU's 2+2 articulation agreement with the KCTCS.
- Opportunity for students to advance into MoSU's related master's program.

In response to the council's productivity review, MoSU's Health, Physical Education, and Recreation Department chose to eliminate a low-degree producing recreation program and to develop an interdisciplinary undergraduate program in sport management, blending business and communication skills with recreation and sports activities. The proposed multi-disciplinary curriculum meets standards jointly developed by professional and academic sport associations.

Sophisticated sport programs have evolved into an integral part of American culture. Managers must be familiar with effective business and communication principles as well as with sport activities. The proposed program provides the knowledge and skills needed for success in a variety of sport and recreation settings. MoSU conducted a needs assessment and identified significant numbers of internships and employment opportunities for graduates. The other sports management program in the state, at the University of Louisville, was established in 1993 and has maintained very high student enrollment and graduation rates.

A 2+2 articulation agreement developed with the KCTCS offers easy transfer and compatible course delivery schedules, coordinates course changes, and adheres to general education block transfer principles. MoSU will work closely with the KCTCS colleges in eastern Kentucky, in particular, to recruit students. MoSU will begin offering courses for this program via the Kentucky Virtual University and other distance learning technologies in fall 2003. MoSU has developed frameworks for easy transfer of courses with other sports management programs in Kentucky.

Using the Kentucky Postsecondary Program Proposal System, MoSU posted the proposed program to the council's Web site. It was reviewed without objection by the other Kentucky public and independent institutions.

The MoSU Board of Regents approved the program at its March 3, 2001, meeting.

The Committee on Equal Opportunities and the Council on Postsecondary Education approved MoSU's 2001 qualitative equal opportunity waiver August 20, 2001, and September 16, 2001, respectively.

An executive summary prepared by MoSU is attached.

Executive Summary
Proposed Sport Management Program
Morehead State University

Background

The Department of Health, Physical Education and Recreation proposes implementation of a Bachelor of Arts in Sport Management in the fall 2002 semester. The proposed program revision follows the council and institutional assessments of the HPER Department. This new program will replace the current recreation program that has a more limited focus.

The sport management major provides students with the opportunity to develop expertise in business management and communications applied to the world of sport and recreation. As sports have evolved into an integral part of the American culture, the operations of sport programs have become more sophisticated and complex. Managers of sport programs and sport/recreational facilities must become familiar with the intricacies of sport/recreational activities and be effective as business professionals.

The proposed program is designed to meet the 2000 national curriculum standards jointly developed by two professional associations, the North American Society of Sport Management and the National Association of Sport and Physical Education. NASSM is the professional association of practitioners and academicians involved in sport administration. NASPE is a subdivision within the American Alliance of Health, Physical Education, Recreation, and Dance.

Analysis

Following the institutional CPE productivity review, the university gave the HPER Department two options: 1) to implement a major curriculum revision or 2) eliminate the recreation program in lieu of the proposed inter-disciplinary undergraduate degree in sport management. During the summer and early fall 2000 the department assessed the enrollment history, graduation rate, employment history and potential for future enrollment of the BA in parks, recreation, and leisure. The current recreation program only provides options related to outdoor and recreational employment. The department decided to create a more comprehensive and multi-disciplinary curriculum that allows students to be successful in a variety of sport and recreation employment venues. This task could be accomplished in part through the use of distance education (compressed video) and Web-based courses.

Presently there is a sport administration masters option that has the largest graduate enrollment in the department, with a high level of interest and participation from international and minority students. Surveys, recruiting visits made to area school districts, and students visiting the campus show a strong interest in sport management programs at MoSU.

The undergraduate sport management concentration will be a collaborative effort with the College of Business and the Department of Communications providing multiple courses required by the program. Graduates are expected to have competencies in the application of management

and organizational skills in sport, ethics in sport management, sport marketing, public relations in sport, sport finance, sport law, research in sport, and sport venue and event management.

The sport industry and job opportunities in sport management are continuing to expand. In 1995, the "U.S. News and World Report" rated sport management among the 20 fastest growing job areas in the United States. Meek (1997) reports that the sport industry has increased to \$152 billion and risen to the eleventh largest in the U.S. Moreover, employment advertisements in "National Sports and Recreation Jobs Weekly," "National Collegiate Athletic Association News," "American College of Sports Medicine Jobs Bulletin," and "National Strength and Conditioning Jobs Bulletin" provide evidence of the growing need for sport management graduates.